



Web Manager University

One-Day Courses

Using Social Media to Communicate with Your Customers

Date: Aug. 6, 2008 9:00 am – 4:00 pm

Instructor: Shel Holtz, Holtz Communication + Technology

Website Makeover: Focusing on Your Visitors' Major Tasks

Date: Nov. 20, 2008 9:00 am – 4:00 pm

Instructor: Ginny Redish, Ph.D., Redish & Associates, Inc.

Two-Day Courses

Creating Accessible Websites That Meet 508 Standards

Date: Sept. 17-18, 2008 9:00 am – 4:00 pm

Instructor: Mike Paciello, Paciello Group

Managing Government Websites 101

Date: Sept. 23-24, 2008 9:00 am – 4:00 pm

Instructor: Candi Harrison and others

Hands-On Social Media: Everything You Need to Get Started Using New-Media Tools

Date: Dec. 9-10, 2008 9:00 am – 4:00 pm

Instructor: Steve Crescenzo, Crescenzo Communications

*All courses held in the Washington, DC area

Fees and Registration

Fee for One-Day Courses: \$200 (Gov't Employees) and \$300 (Non-Gov't)

Fee for Two-Day Courses: \$400 (Gov't Employees) and \$600 (Non-Gov't)

For More Information, Registration or Questions:

webmanageruniversity.gov
webmanageruniversity@gsa.gov
202-208-0668



Web Manager University

Webinars (online training)

Advanced Search Engine Optimization

Date: Sept. 9, 2008 1:00 pm – 3:00 pm EDT

Instructor: Adam Lasnik, Google

Free (Open to Government Employees Only)

Plain Language in Practice: Writing for the Web

Date: Oct. 1, 2008 1:00 pm – 3:00 pm EDT

Instructor: Leslie O’Flahavan, E-Write

How to Create Your Own RSS Feeds

Date: Oct. 23, 2008 1:00 pm – 3:00 pm EDT

Instructor: Russell O’Neill, USA.gov & Jeffrey Levy, EPA

Free (Open to Government Employees Only)

Government Web Analytics 101

Date: Dec. 3, 2008 1:00 pm – 3:00 pm EDT

Instructor: Alex Langshur, PublicInsite

Seminars (in person)

Designing For the Scent of Informaiton

Date: Oct. 21, 2008 9:00 am – 12:00 pm

Instructor: Jared Spool, User Interface Engineering

Content ROT (Redundant, Outdated, Trivial): How to Find and Treat It

Date: Nov. 6, 2008 9:00 am – 12:00 pm

Instructor: Christine Pierpoint, WelchmanPierpoint

*All in person courses held in the Washington, DC area

Fees and Registration

Fee for Webinars and Seminars: \$50 (Gov’t Employees) and \$75 (Non-Gov’t)

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